

A scenic landscape photograph of the Boulder Valley. In the background, a range of rugged, brownish-grey mountains stretches across the horizon under a clear blue sky. The middle ground shows a wide, calm river or lake that perfectly reflects the mountains and sky. The foreground is filled with various plants, including some with small, dried flower heads and others with green leaves, suggesting an autumn or late summer setting.

# BOULDER VALLEY COMPREHENSIVE PLAN COMMUNITY SURVEY AND FOCUS GROUPS

DECEMBER 15, 2015

METHODOLOGY

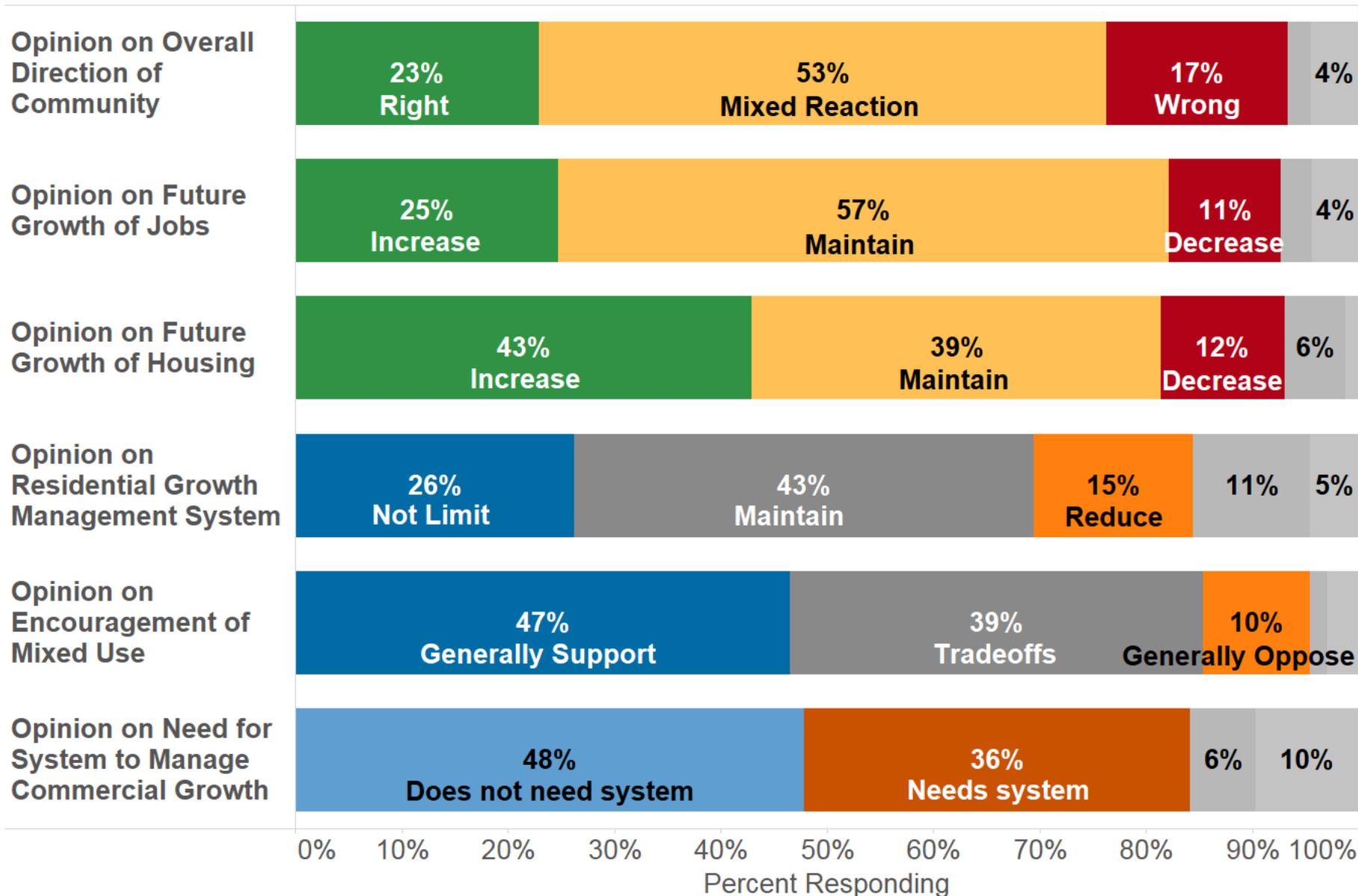
- Random Sample Survey
  - Residents of City of Boulder, Area II and Area III
  - Mailing to 6,000 randomly selected households
    - 2,000 mailback surveys and 4,000 postcard invitations
    - Password-protected to ensure data integrity
  - 937 responses (636 online and 301 mail)
    - Margin of error: +/-3.2 % (at the 95% confidence interval)
    - Net response rate of 16.8%
  - Raw survey results weighted to match US Census demographic profile
- Open Link Survey
  - Results kept strictly separate from random sample
- Focus Groups
  - Probed issues of interest in greater detail

- Survey Questions/Topics
  - Awareness of/Involvement with BVCP
  - Overall Direction of Community
  - Community Values
  - Future Growth of Housing, Jobs, Mixed Use, Commercial Development, Height of Buildings
  - Developer Requirements
  - Neighborhood Quality of Life/Programs
  - Respondent Demographics
- Deliverables
  - Summary Report
  - Detailed Graphs
  - Cross-tabulations and Segmentations
  - Random Sample vs. Open Link Results
  - Weighted vs. Unweighted Results
  - Comments
  - Focus Group notes/summary

SELECTED OBSERVATIONS / THEMES

1. Survey results provided rich and detailed feedback, both quantitative and qualitative.
2. The survey reached those who are not familiar with the Comp Plan (59% “never heard of it/know nothing about it” or “do not know much about it”) and are not following the current update process closely (77% “not at all” or “not too closely”).
3. Quality of life valley-wide and at the neighborhood level is perceived as very good or good by 90%+ of residents.
4. Most residents have “moderate/middle” opinions about many of the issues (community direction, amounts & rates of growth, building height, etc.)

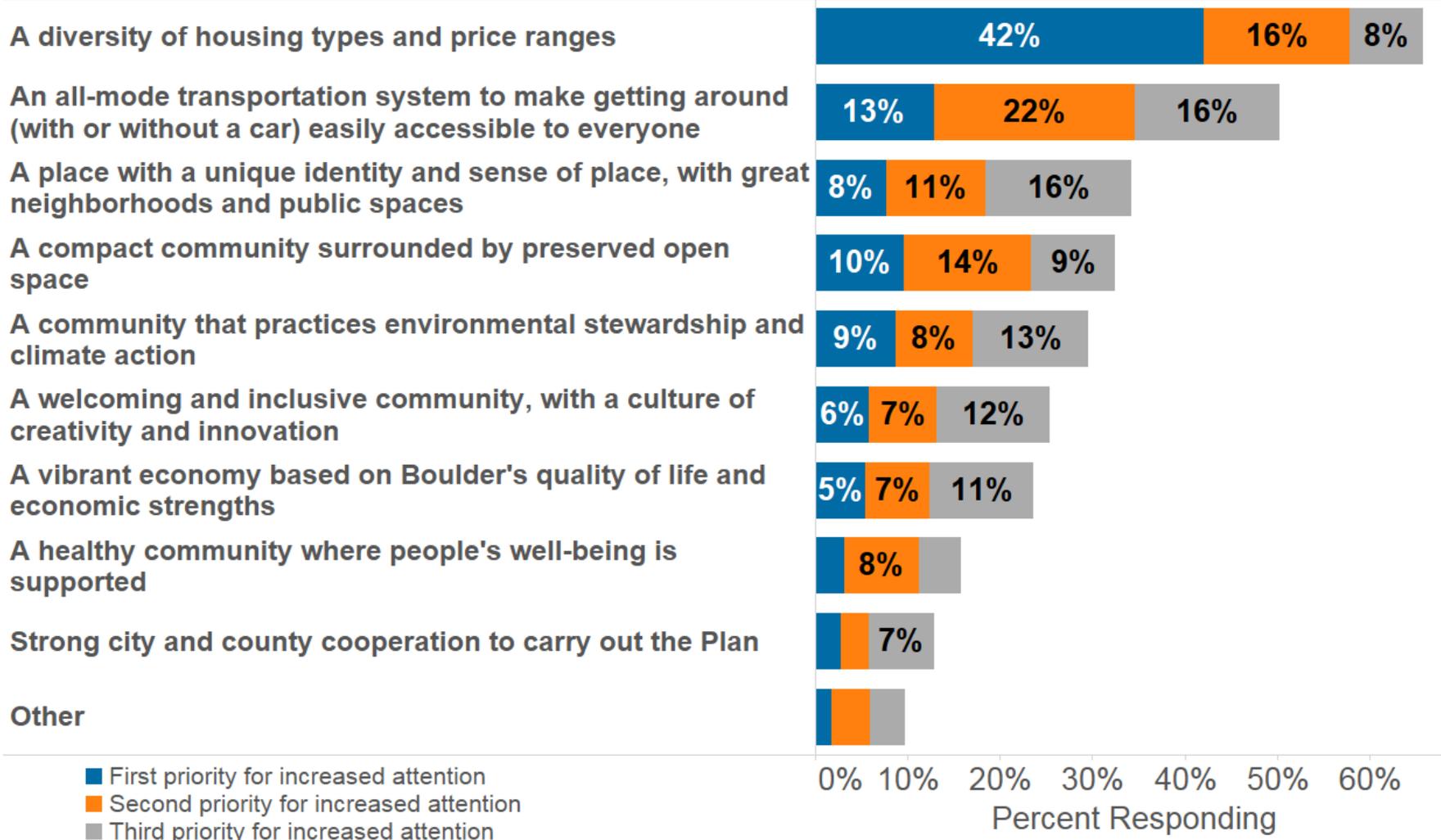
# OVERALL OPINIONS



5. Housing affordability is a top concern.
  - 42% indicated “a diversity of housing types and price points” as their #1 community value; 63% selected it in their top three values
  - “Provide permanently affordable housing” is leading priority for developer requirement: 25% first priority, 47% among top three priorities
  - “Affordability” is the top attribute that people like LEAST about their neighborhood
6. All-mode transportation system, community character, a compact community, and environmental stewardship are also important.
7. The details of development matter - location, purpose, design, public spaces, etc. Importance of thoughtful and balanced planning.

# TOP COMMUNITY VALUES

Which values do you believe are in greatest need of increased attention in the coming years?  
Please indicate your top three priorities.



8. Residents like access to Open Space, general level of safety, ease and pleasantness of walking/biking to places I go, among others, about their neighborhood.
9. Significant differences between selected demographic and opinion subgroups. Some respondents have strongly held feelings.
10. Depth of sample allows for the ability to further evaluate subcommunity- and neighborhood-level issues.
11. The results of the random sample survey are largely echoed by the open link survey and focus groups.
12. Weighted and unweighted survey results are in many respects fairly similar.

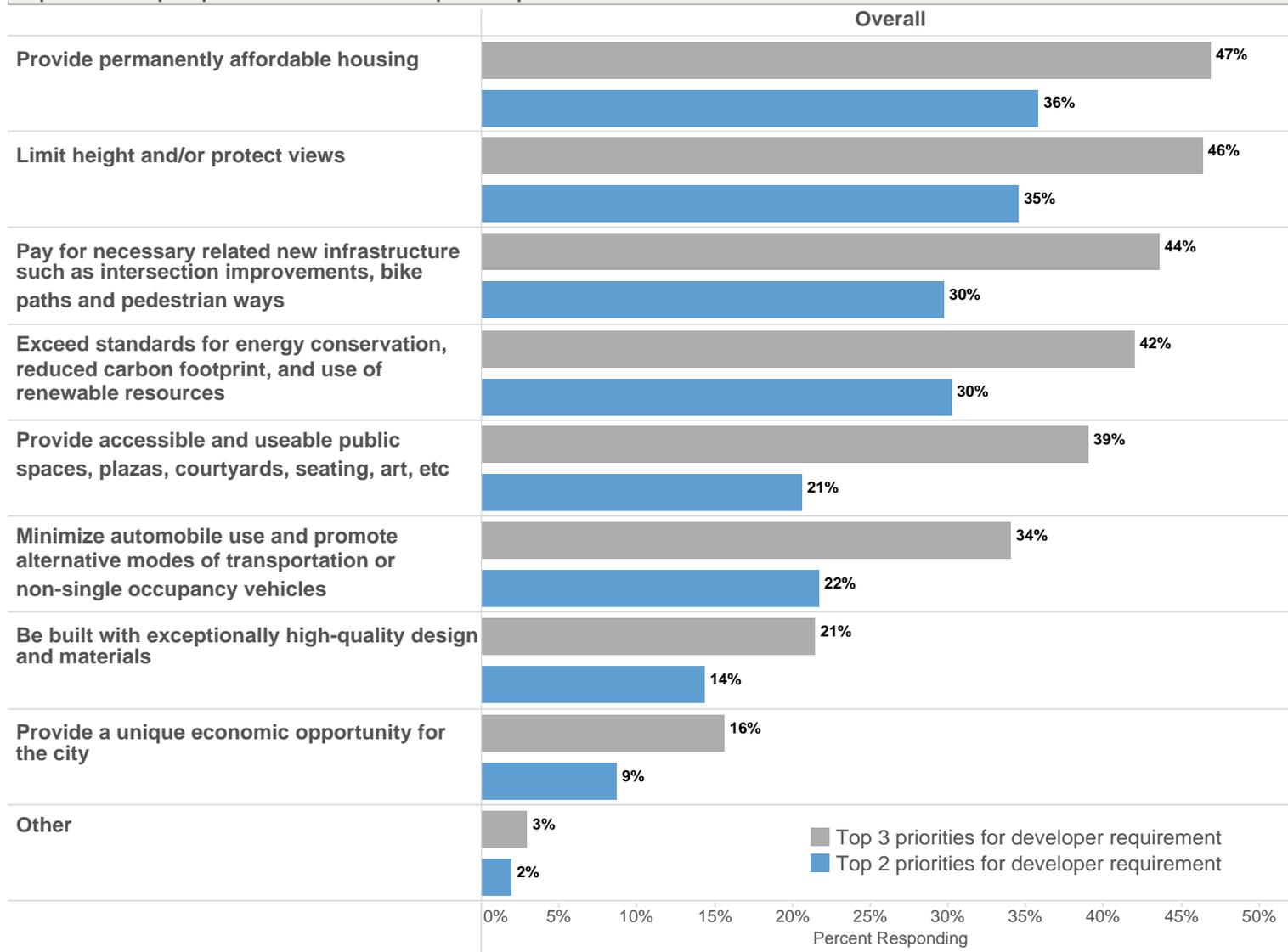
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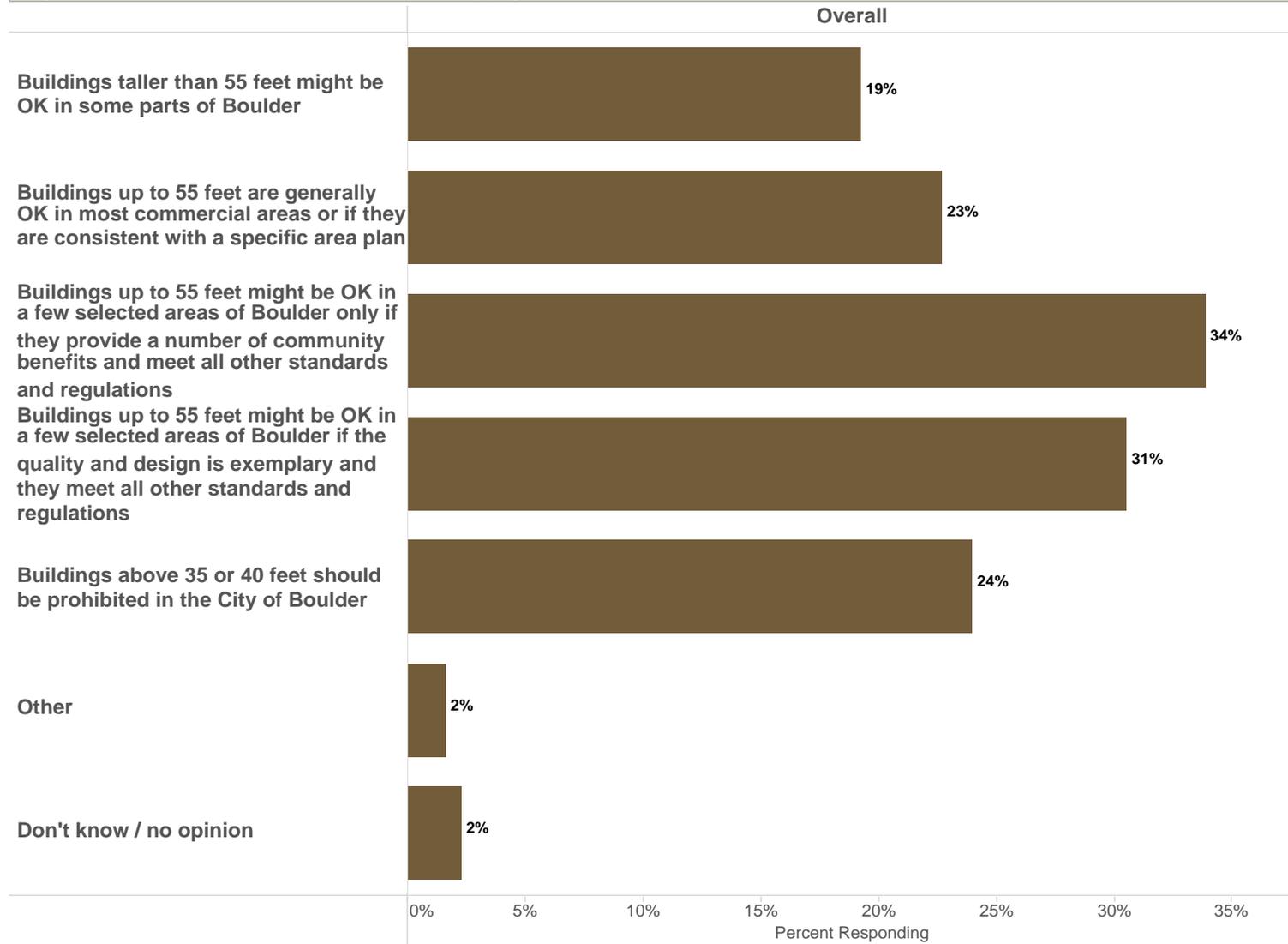
# DEVELOPER REQUIREMENTS

Which requirements for new development do you believe are the most important?  
Top 2 and top 3 priorities for developer requirement



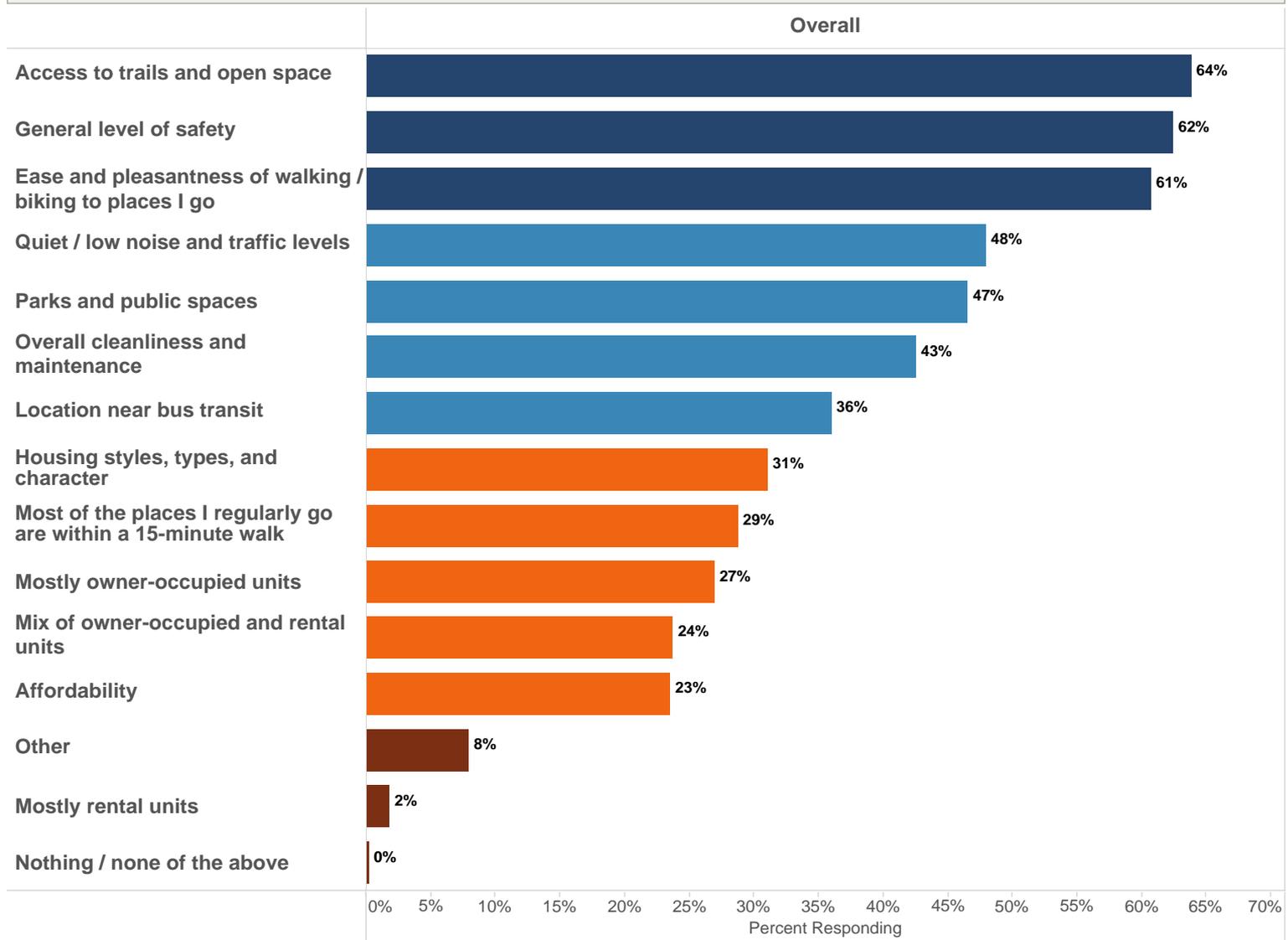
# HEIGHT OF BUILDINGS IN BOULDER

Which of the following statements best represents your opinion regarding the height of new buildings in the City of Boulder? (Please select all that apply)



# LIKE MOST ABOUT YOUR NEIGHBORHOOD

What do you like MOST about your neighborhood (or the area where you live) that should be preserved or protected?



# LIKE LEAST ABOUT YOUR NEIGHBORHOOD

What do you like LEAST about your neighborhood (or the area where you live) that you would most like to improve?

